

Fig. 1

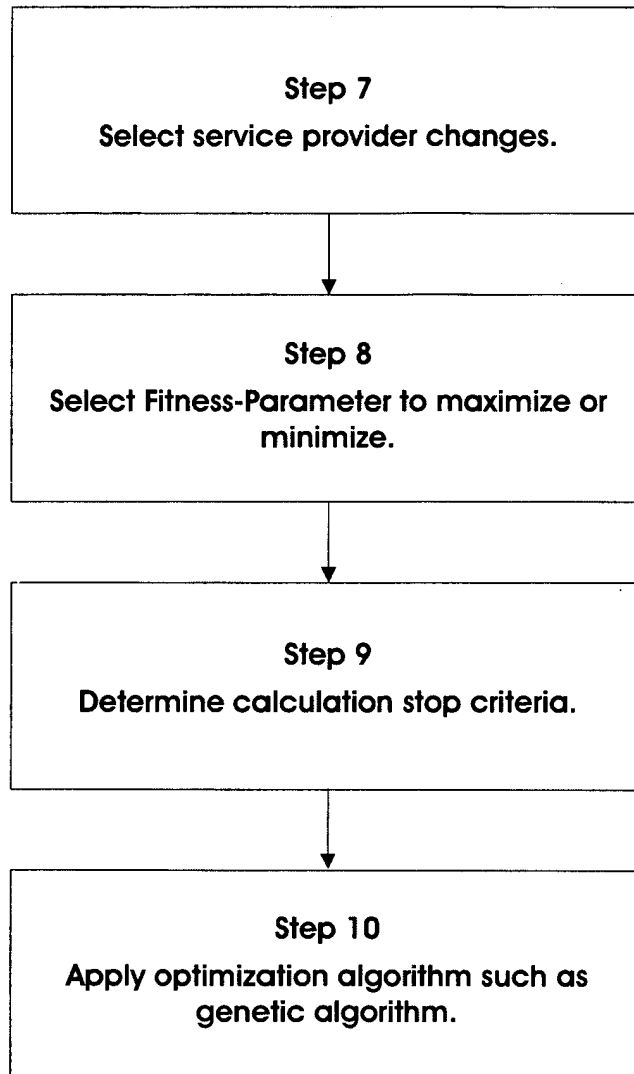


Fig. 2

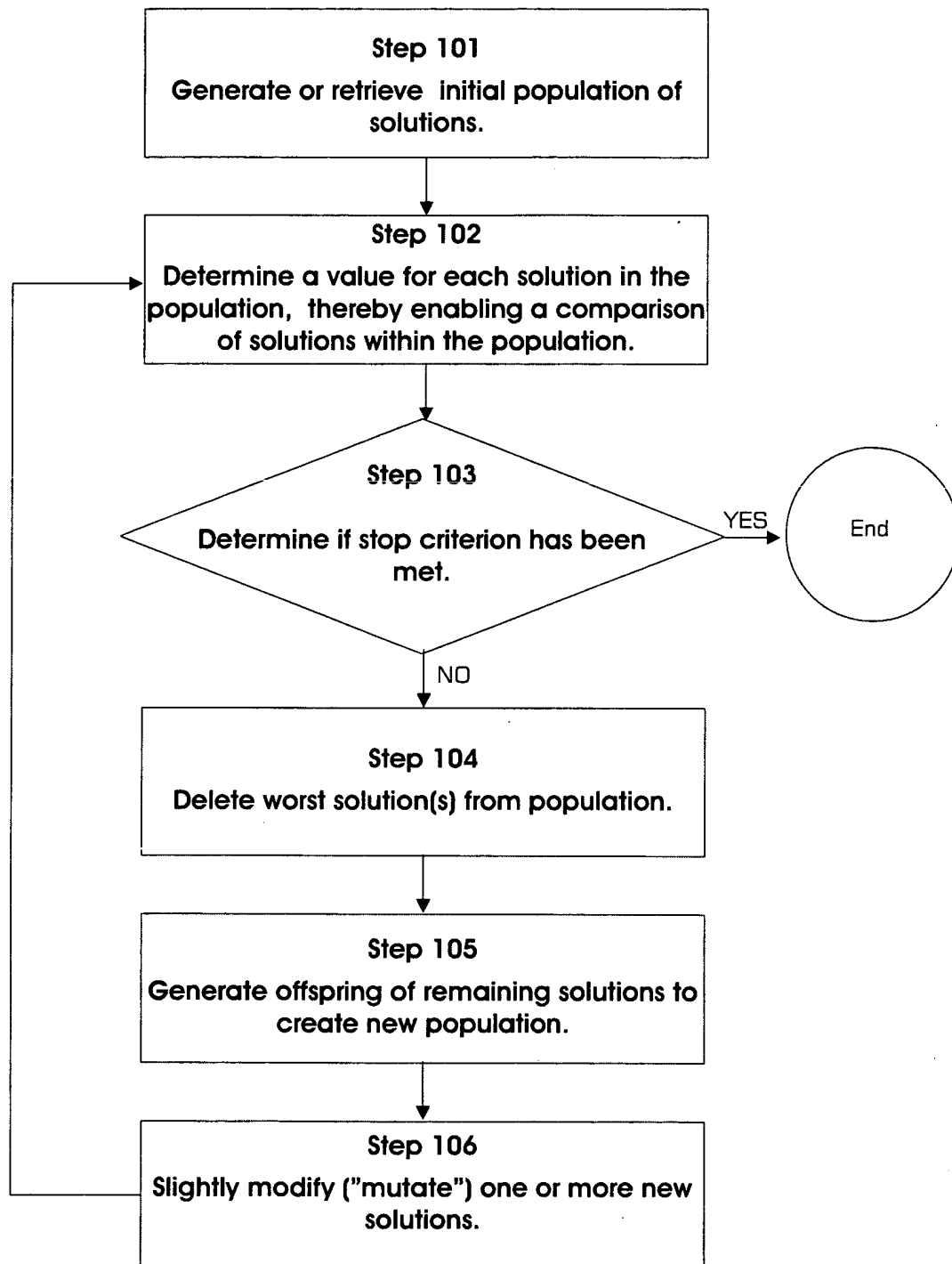


Fig. 3

Solution1	Solution2	Solution3	Solution4	Solution5	Solution6
TO OPEN	TO OPEN	TO OPEN	TO OPEN	TO OPEN	TO OPEN
ZIP 93872	ZIP 93225	ZIP 94078	ZIP 93312	ZIP 92631	
ZIP 94801	ZIP 93028	ZIP 93764	ZIP 94397	ZIP 94956	
ZIP 92845	ZIP 93391	ZIP 93160	ZIP 94393	ZIP 92433	
ZIP 94822	ZIP 93996	ZIP 92514	ZIP 92331	ZIP 92007	
ZIP 93876	ZIP 92867	ZIP 94374	ZIP 94978	ZIP 92487	
ZIP 94064	ZIP 92287	ZIP 94609	ZIP 92241	ZIP 92297	
ZIP 93541	ZIP 92371	ZIP 93954	ZIP 94851	ZIP 93498	
ZIP 93998	ZIP 93610	ZIP 93290	ZIP 92615	ZIP 94674	
ZIP 94482	ZIP 94839	ZIP 94921	ZIP 92889	ZIP 93501	
ZIP 94671	ZIP 93480	ZIP 94211	ZIP 94300	ZIP 94856	
TO CLOSE	TO CLOSE	TO CLOSE	TO CLOSE	TO CLOSE	TO CLOSE
ZIP 92416	ZIP 92545	ZIP 94027	ZIP 93343	ZIP 93882	
ZIP 94122	ZIP 92923	ZIP 94541	ZIP 92615	ZIP 92770	
ZIP 93826	ZIP 93127	ZIP 93852	ZIP 92700	ZIP 92464	
ZIP 92014	ZIP 93002	ZIP 92517	ZIP 94357	ZIP 93057	
ZIP 93888	ZIP 92813	ZIP 94418	ZIP 93516	ZIP 93641	
ZIP 94991	ZIP 94745	ZIP 93351	ZIP 92562	ZIP 92135	
ZIP 93157	ZIP 93644	ZIP 94703	ZIP 94503	ZIP 92084	
ZIP 92611	ZIP 94795	ZIP 93933	ZIP 94497	ZIP 92860	
ZIP 92880	ZIP 93042	ZIP 94467	ZIP 93172	ZIP 93032	
ZIP 93138	ZIP 94441	ZIP 93274	ZIP 93847	ZIP 92776	

Fig. 4

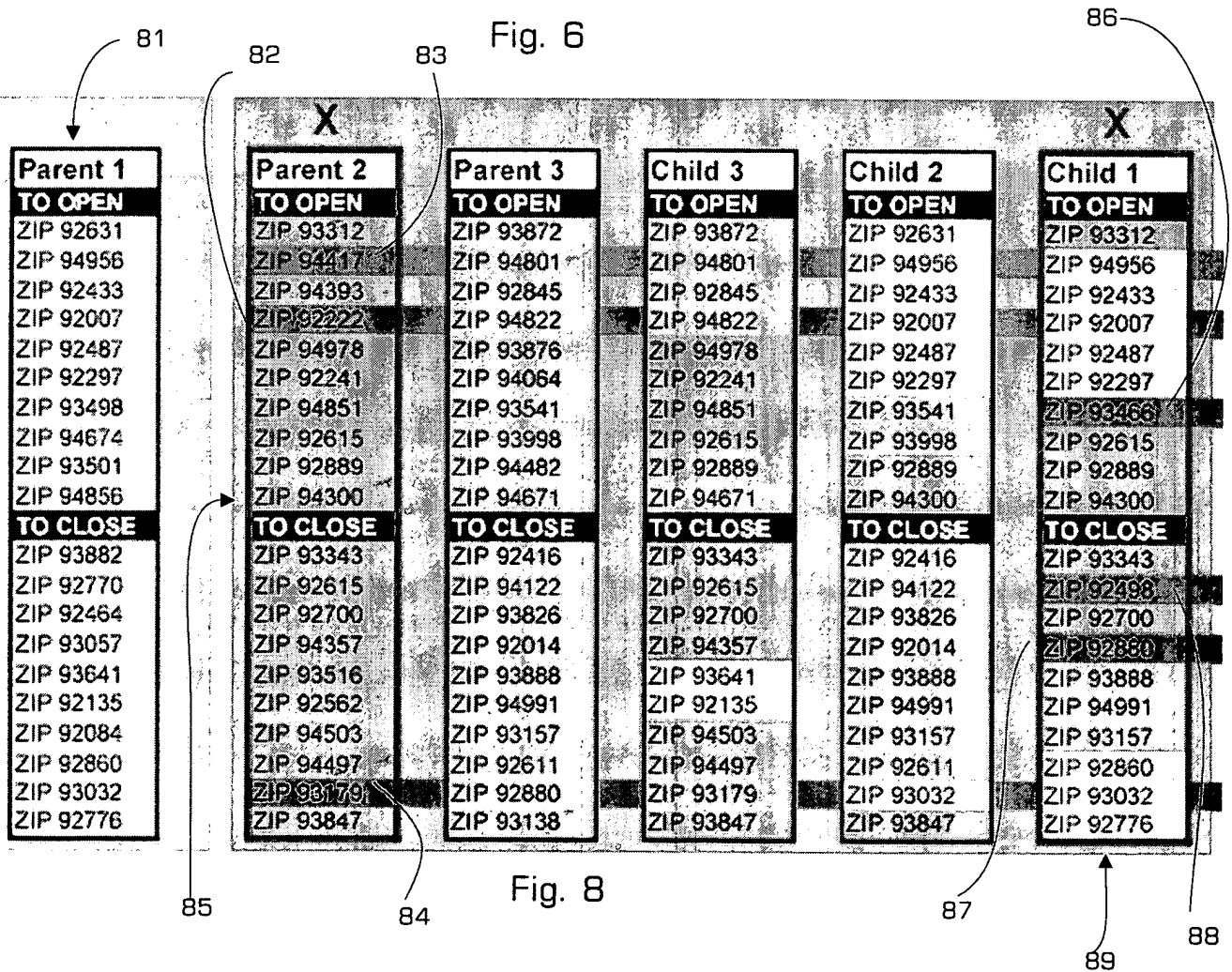
CUSTOMER REACH					
987'551	901'761	816'912	783'925	714'406	634'515
Solution5	Solution4	Solution1	Solution3	Solution2	Solution6
TO OPEN	TO OPEN	TO OPEN	TO OPEN	TO OPEN	TO OPEN
ZIP 92631	ZIP 93312	ZIP 93872	ZIP 94078	ZIP 93225	ZIP 93225
ZIP 94956	ZIP 94397	ZIP 94801	ZIP 93764	ZIP 93028	ZIP 93028
ZIP 92433	ZIP 94393	ZIP 92845	ZIP 93160	ZIP 93391	ZIP 93391
ZIP 92007	ZIP 92331	ZIP 94822	ZIP 92514	ZIP 93996	ZIP 93996
ZIP 92487	ZIP 94978	ZIP 93876	ZIP 94374	ZIP 92867	ZIP 92867
ZIP 92297	ZIP 92241	ZIP 94064	ZIP 94609	ZIP 92287	ZIP 92287
ZIP 93498	ZIP 94851	ZIP 93541	ZIP 93954	ZIP 92371	ZIP 92371
ZIP 94674	ZIP 92615	ZIP 93998	ZIP 93290	ZIP 93610	ZIP 93610
ZIP 93501	ZIP 92889	ZIP 94482	ZIP 94921	ZIP 94839	ZIP 94839
ZIP 94856	ZIP 94300	ZIP 94671	ZIP 94211	ZIP 93480	ZIP 93480
TO CLOSE	TO CLOSE	TO CLOSE	TO CLOSE	TO CLOSE	TO CLOSE
ZIP 93882	ZIP 93343	ZIP 92416	ZIP 94027	ZIP 92545	ZIP 92545
ZIP 92770	ZIP 92615	ZIP 94122	ZIP 94541	ZIP 92923	ZIP 92923
ZIP 92464	ZIP 92700	ZIP 93826	ZIP 93852	ZIP 93127	ZIP 93127
ZIP 93057	ZIP 94357	ZIP 92014	ZIP 92517	ZIP 93002	ZIP 93002
ZIP 93641	ZIP 93516	ZIP 93888	ZIP 94418	ZIP 92813	ZIP 92813
ZIP 92135	ZIP 92562	ZIP 94991	ZIP 93351	ZIP 94745	ZIP 94745
ZIP 92084	ZIP 94503	ZIP 93157	ZIP 94703	ZIP 93644	ZIP 93644
ZIP 92860	ZIP 94497	ZIP 92611	ZIP 93933	ZIP 94795	ZIP 94795
ZIP 93032	ZIP 93172	ZIP 92880	ZIP 94467	ZIP 93042	ZIP 93042
ZIP 92776	ZIP 93847	ZIP 93138	ZIP 93274	ZIP 94441	ZIP 94441

Fig. 5

CUSTOMER REACH

987'551	969'082	875'137			
Solution5	Solution4	Solution1			
TO OPEN	TO OPEN	TO OPEN	TO OPEN	TO OPEN	TO OPEN
ZIP 92631	ZIP 93312	ZIP 93872			
ZIP 94956	ZIP 94397	ZIP 94801			
ZIP 92433	ZIP 94393	ZIP 92845			
ZIP 92007	ZIP 92331	ZIP 94822			
ZIP 92487	ZIP 94978	ZIP 93876			
ZIP 92297	ZIP 92241	ZIP 94064			
ZIP 93498	ZIP 94851	ZIP 93541			
ZIP 94674	ZIP 92615	ZIP 93998			
ZIP 93501	ZIP 92889	ZIP 94482			
ZIP 94856	ZIP 94300	ZIP 94671			
TO CLOSE	TO CLOSE	TO CLOSE	TO CLOSE	TO CLOSE	TO CLOSE
ZIP 93882	ZIP 93343	ZIP 92416			
ZIP 92770	ZIP 92615	ZIP 94122			
ZIP 92464	ZIP 92700	ZIP 93826			
ZIP 93057	ZIP 94357	ZIP 92014			
ZIP 93641	ZIP 93516	ZIP 93888			
ZIP 92135	ZIP 92562	ZIP 94991			
ZIP 92084	ZIP 94503	ZIP 93157			
ZIP 92860	ZIP 94497	ZIP 92611			
ZIP 93032	ZIP 93172	ZIP 92880			
ZIP 92776	ZIP 93847	ZIP 93138			

Fig. 6



2 POINT - CROSSOVER

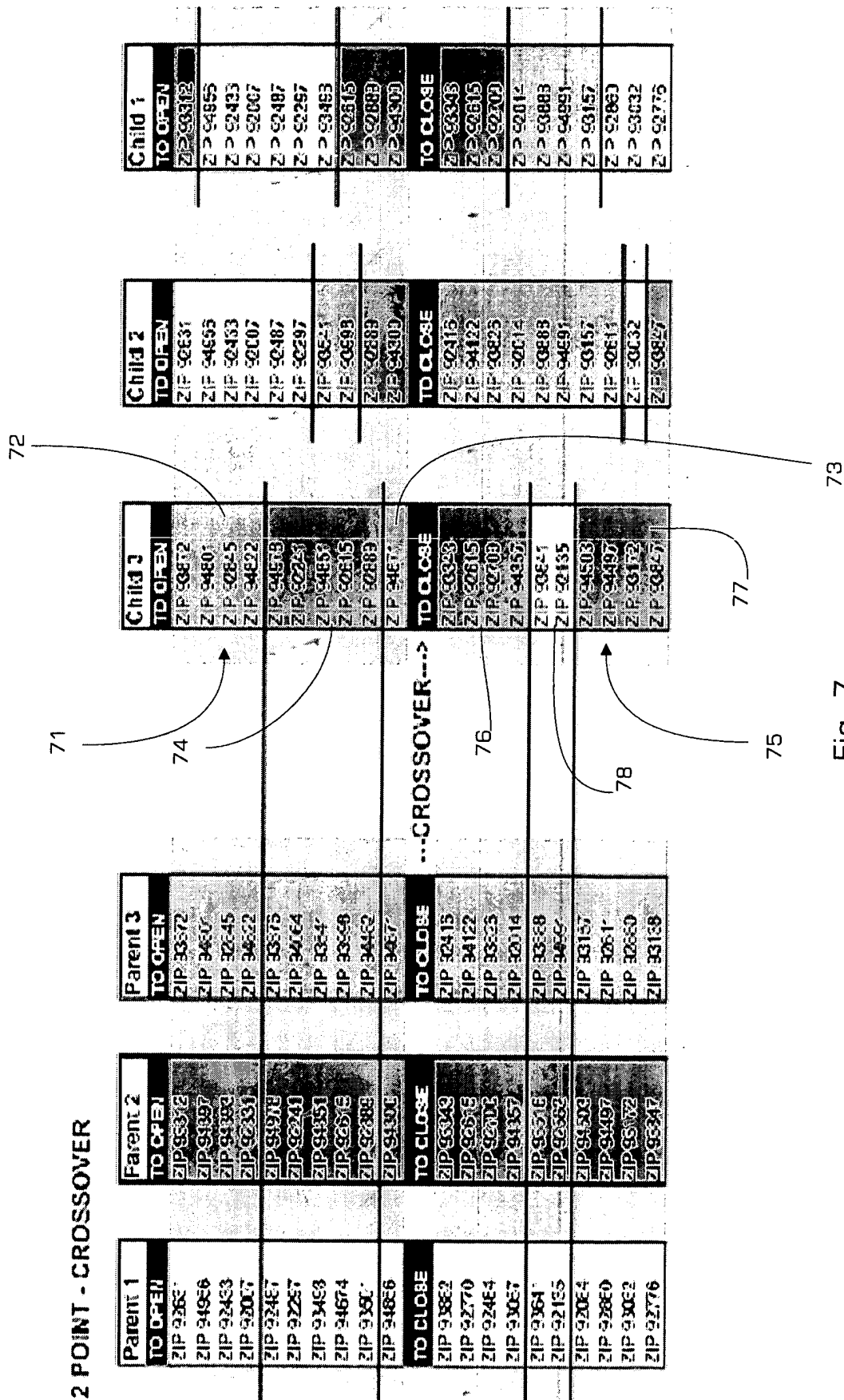


Fig. 7